

8 Implementation Actions

Recommended Actions	Responsibility for Implementation
LAND USE, ZONING, ENVIRONMENT	
In accordance with the 2000 Comprehensive Zoning Map process, file and consider a zoning reclassification for each of the recommended zoning map amendments specified in Appendix F.	Office of Planning, Greater Jacksonville Association, Planning Board, County Council.
Develop and enact a new commercial zoning classification or modify the CR district regulations to establish suitable controls for land use and site design in the Jacksonville Rural Commercial Center.	Greater Jacksonville Association, Office of Planning, Planning Board, County Council.
Identify and employ positive strategies to better ensure an adequate water supply for all of Jacksonville's residents and businesses. Some potential strategies are identified in Sections 4.4.3 and 4.5.	Greater Jacksonville Association, Baltimore County Government.
STREETSCAPE	
Utilize the design guidelines specified in section 5 when preparing, reviewing, or commenting on development proposals in the Jacksonville Rural Commercial Center.	Property Owners, Developers, Greater Jacksonville Association, Baltimore County Government.
Introduce "Welcome to Jacksonville" signs and speed limit signs on all approaches to the Jacksonville Rural Commercial Center.	Greater Jacksonville Association, State Highway Administration.
Reduce the clutter of traffic signs at the intersection of MD145 and MD146.	State Highway Administration, Greater Jacksonville Association.
Remove the utility poles and overhead utility lines from the Jacksonville Rural Commercial Center. Relocate all utility lines underground.	Utility Companies, Greater Jacksonville Association.

Recommended Actions	Responsibility for Implementation
COMMUNITY SERVICES	
Consider whether any boundary adjustments are appropriate for the attendance area of Jacksonville ES when the student enrollment at this school nears the locally-rated capacity.	Baltimore County Public Schools, Board of Education, Greater Jacksonville Association.
Pursue the acquisition of land for recreation development within the plan area. Potential sites are identified in §4.6 and on Map 8.	Department of Recreation and Parks, Greater Jacksonville Association.
Pursue the recreation analysis and improvements recommended in section 6.1.3.	Department of Recreation and Parks, Greater Jacksonville Association.
Make the Jacksonville Senior Center a secondary center, and remodel or replace the existing building, possibly moving the location.	Department of Aging, Greater Jacksonville Association.
Pursue the recommendations for the Jacksonville Volunteer Fire Company identified in section 6.3.3.	Jacksonville Volunteer Fire Company, Greater Jacksonville Association.
Re-establish a mini-library. Until established, provide a community bookmobile.	Baltimore County Public Library, Greater Jacksonville Association.
Re-establish a Jacksonville Business Association.	Business Owners, Greater Jacksonville Association.
TRAFFIC CIRCULATION	
Construct right-turn lanes at the Four Corners intersection as recommended in section 7.2. In the interim, SHA should initiate a signal phasing study for the intersection to help ease congestion.	State Highway Administration, Greater Jacksonville Association.
Widen Blenheim Road over Overshot Run to 2 lanes.	Department of Public Works, Greater Jacksonville Association.
Realign Stansbury Mill Road so that it intersects Jarrettsville Pike at a right angle.	State Highway Administration, Department of Public Works, Greater Jacksonville Association.
Determine whether a traffic light is warranted at the intersection of Stansbury Mill Road and Jarrettsville Pike, especially during the morning peak period.	State Highway Administration, Department of Public Works, Greater Jacksonville Association.
Construct sidewalks and paint crosswalks as recommended in section 7.2. The installation of new sidewalks should be submitted as a candidate for the Maryland Department of Transportation's Retrofit Sidewalk Program.	Greater Jacksonville Association, Property Owners, State Highway Administration, Baltimore County Government.

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B Summary of the Jacksonville Business Owner-Operator Survey

Seventy-one businesses in the Jacksonville Rural Commercial Center were surveyed to gain a comprehensive assessment of issues which concern the business community. 26 of 71, or 37%, of the businesses responded; therefore the results are considered a valid representation of the feelings of the group. The responding businesses employ 210 people.

The questions posed in the survey and the corresponding answers are as follows:

1. Is sales volume of the business commensurate with local growth? Of those businesses responding, 46% felt that their sales volume was commensurate with local growth, 42% did not, and 12% were undecided.
2. Do you believe a streetscape initiative would enhance your business? 34% thought it would, 58% did not, and 8% were undecided.
3. Would you like a measure of control regarding future development of duplicate businesses within the Rural Commercial Center immediate area? 69% indicated they would, 31% did not.
4. Would current sales be adversely affected if potential additional business development was included in the Rural Commercial Center plan? 27% thought sales would be affected, 54% did not, 19% were undecided.
5. What business issues would you like to see addressed in the Rural Business Center plan? In the returns, the following items were cited:
 - Maintaining a "small town" atmosphere.
 - Return of the Mini-Library.
 - No "artificial-looking" streetscape modifications.
 - Consideration of existing and potential traffic patterns.
 - No additional fast-food establishments.
 - The need for up-scale "quality" restaurants
 - No duplicate stores, and no large chain stores.
 - Bury BGE (and similar) lines and clean up signage.
 - Creation of an employment pool for use of local business.
 - Need for closer relationship with any organization proposing change, new businesses, and developmental growth.
 - Need for better advertising.
6. Would you like to see the development of a business owner/operator organization to present a consensus assessment of issues included in the current Rural Commercial Center plan or any future such plan? 85% said they would, 7.5% said they would not, and 7.5% had no opinion.

Recommendation:

A business owner/operator association should be formed.

C Summary of the Planning Committee's Residential Survey

In an effort to develop a community based plan with broad input from local residents, the Greater Jacksonville Association and the Planning Committee conducted a residential survey in the summer of 1995 in order to gather the views and future objectives of area residents. The survey was designed to measure opinions about the community as it is in the present, and what it might be in the future. The scope of this survey is discussed in section 1.3.

Following is a brief summary of the survey results:

The overwhelming first response when asked, "what do you like most about living in the greater Jacksonville area?" is its *rural/country setting* and *small town atmosphere*, which were listed by 60% of the respondents. The second most frequent response was the areas *proximity to other resources*.

Respondents gave the highest "good" to "excellent" ratings to the following community characteristics: fire protection 66%, rural atmosphere 62%, emergency services 59%, schools 55%, housing opportunities 55%, and access to work 52%.

Characteristics cited by respondents as "very important" to maintaining high quality of life in the Jacksonville area are: a good place for children 74%, small town atmosphere 72%, open space and farmland 72%, good schools 67%, and parks and recreation 47%. These were all rated as being much more important than proximity to work, friends and relatives, or being convenient to shopping.

In an overall evaluation of the Jacksonville Rural Commercial Center at Four Corners, respondents gave the following "good" to "excellent" ratings: parking 80%, access from roads 74%, quality of services 66%, quality of goods 65%, rural atmosphere 59%. Respondents gave the highest "fair" to "poor" ratings to: business variety 43%, services variety 40%, commercial signs 36%, layout 32%, overall appearance 32%, and architectural consistency 30%.

In responses to two open-ended questions regarding additional businesses or services they would like to see in the Jacksonville Rural Commercial Center, *no additional business* was the most often cited response. In both questions, *a library* was the most often cited addition, followed by *competition for the Safeway*, *a quality or family oriented restaurant*, and *a bakery*.

In response to a question about the least needed additional business or service, *video store* was the most often mentioned. This was followed in order of mention by, *fast food or carry out*, *gas station*, and *no additional business*.

When asked about the desirability of overall future development in the greater Jacksonville area, respondents gave "very desirable" ratings to: rural, open space development 74%, forest preservation 73%, agricultural uses 44%, and recreational facilities 36%. Respondents gave "not desirable" ratings to: industrial development 81%, commercial development 59%, and residential development 47%.

When asked about the desirability of future commercial development in the Jacksonville Rural Commercial Center, respondents gave "very desirable" ratings to: community input to development 73%, maintain rural atmosphere 71%, controlled growth 69%, architectural continuity 63%, and maintaining current business zoning 51%. New commercial development was rated "not desirable" by 56% of the respondents.

Respondents in general believe that further development in the Jacksonville area will have a negative impact on the community. The greatest "negative" impact expressed by respondents would be on: traffic 75%, agricultural land 66%, natural resources 64%, and quality of life 54%.

The most important issues facing the greater Jacksonville area are considered to be: *control*

growth and development (254), *traffic* (234), and *commercial development* issues (107).

Respondents to the survey reported having lived in the greater Jacksonville area for the following periods: 1-10 years: 47%, 11-20 years: 27%, more than 20 years: 26%.

D Plants Which Do Well in the Jacksonville Area

In accordance with the recommendations of the Federated Garden Clubs of Maryland, the following list includes native plants which are well-suited to this area.

D.1 Trees

Red Maple (*Acer rubrum* L.), American Beech (*Fagus grandifolia*), Pin Oak (*Quercus palustris*), Northern Red Oak (*Quercus rubra*), Ironwood (*Ostrya virginiana*), Butternut, also called White Walnut (*Juglans cinerea*), Yellow Poplar (*Liriodendron tulipifera*), American Holly (*Ilex opaca*), Eastern White Pine (*Pinus strobus*).

D.2 Understory trees or shrubs

Scotch Pine (*Pinus sylvestris*), Arbor Vitae (*Thuja occidentalis*), Leyland Cypress (*Cupressocyparis leylandii*), Witch Hazel (*Hamamelis virginiana*), Flowering Dogwood (*Cornus florida*), Sweet Pepper Bush (*Clethra Alnifolia*), Forsythia, Smooth With-rod (*Viburnum nudum*), Barberry (*Berberis*).

D.3 Perennials and Ground Cover

Yucca, Black-Eyed Susan (*Rudbeckia hirta*), Coreopsis or Tickseed, Pachysandra, Daffodils, various ornamental grasses.